

CALL FOR ENTRIES

The Utah Film Commission wants you to produce and direct their television commercial. Up to eight commercials will be chosen to represent the Utah Film Commission during the 2007 Sundance Film Festival. These commercials will air during the Film Festival on Park City Television's IN THE CAN. The program features interviews with actors, directors, and producers from the top movies that are screened during Sundance. As the official television show of the Sundance Film Festival, IN THE CAN is regarded as required viewing for film executives attending the festival. This show is flooded with calls from publicists trying to promote their screenings on the air. This is a great way for local and budding filmmakers to be seen by many of the top Hollywood decision makers.



Objective

Produce and direct a :30 second commercial (or commercial campaign) that promotes Utah as a viable place to make motion pictures. Always remember to keep in mind that your goal is to attract attention, hold interest, arouse desire and motivate action.

2003 Winner: I'M ON IT, Josh Greenbaum & Gregory Sleeper

After his win, Josh Greenbaum won an Emmy in 2005 for his documentary THE ENDURANCE 100 and is currently in the Graduate Film Program at USC.



Message

Your spots should be written and shot to communicate a message that will be seen as important and authentic; Utah is a premier place to shoot all filmed entertainment. Utah has world-class locations. Utah has a crew base that is second to none. Utah is an hour and a half from Los Angeles. Utah has a large talent pool.

2004 Winner: WORLD IN UTAH, Walkabout Workshop

Since winning, Eric Ristau has won various awards for editing and directing. He was the cinematographer for the 2005 independent film, JUPITER LANDING.



Target Audience

Once you have created your message, making sure it is understood in a creative way is critical. In essence, know your audience. They are the industry professionals that make and create projects; Producers / Directors / Writers / Motion Picture and Television Executives.

2004 Winner: ADDICTED TO UTAH, Studio 1 Pictures

From their win, Studio 1 Pictures made valuable contacts in the film industry and are now in production of their first feature film.

NOTE: All footage becomes property of the State of Utah Governor's Office of Economic Development and the Utah Film Commission. The Utah Film Commission assumes executive producer credit and final editorial control. Submissions will be returned by calling the Utah Film Commission and making an appointment to pick them up.



Contestants can submit individual or a campaign style commercials. A panel of judges consisting of motion picture and advertising professionals, will choose up to eight winning commercials. Winners will receive \$1500 cash per winning commercial, official Utah Film Commission gear, passes to the 2007 Sundance Film Festival, and tickets to various receptions and parties during the 2007 Sundance Film Festival. This contest is free and open to the public.

Specifications and Requirements

- Applicants must be Utah residents or attending school in Utah.
- Fill out and send the *Application of Intent* and consent to use official marks.
- Produce a :30 second commercial spot.
- Contestants may submit up to four spots.
- Spots must be of broadcast quality (35mm, 16mm, Beta SP, HD, DV, and Mini-DV).
- Utah Film Commission logo must appear in the spot (UFC will provide logo).
- Utah Film Commission phone number must appear in the spot (800.453.8824).
- Utah Film Commission web site must appear in the spot (film.utah.gov).

Submission Guidelines

- Submissions must be on MiniDV format and received by November 30, 2006.
- Contestant name, telephone number, # of spots and title of spots need to be clearly labeled on the tape case.
- Name and # of spots need to be clearly labeled on the MiniDV.
- Submit only your commercial entries. Do not place any other video on the tape.
- Place all commercial spots (up to four spots) on one tape.
- Clearly identify the name of each commercial spot with slate information (name, title, ect.)
- The winning contestants will need to provide a Beta Master, DV Master, or a MiniDV master for broadcast.
- Master copies must be received by January 12, 2007.

Timeline

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| ● September 8, 2006 | Contest announced/Call for entries |
| ● October 31, 2006 | Applications of Intent due by 5:00 pm MST. |
| ● November 30, 2006 | All submissions due by 5:00 pm MST. |
| ● December 8, 2006 | Submissions judged. |
| ● December 15, 2006 | Winners announced at the UFC Holiday Film Industry Luncheon (subject to change). |
| ● January 12, 2007 | Final master tapes due. |
| ● January 18 - 28, 2007 | Sundance Film Festival; Spots will air throughout the festival. |

Send All Submissions To

Utah Film Commission
c/o Ricardo Flores
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, Utah 84114

For More Information

Web: film.utah.gov
Phone: 801.538.8740
E-Mail: rcflores@utah.gov

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Utah Film Commission Application of Intent And Consent to Use Official Utah Film Commission Marks

Name:	First	Middle	Last
Address:	Street		
City:	State:	Zip Code:	
Phone: ()	Mobile: ()		
E-Mail:			

Applicants must be a Utah resident or attending school in Utah. By submitting this application you are stating that it is your intent to enter the Utah Film Commission commercial contest. This application does not bind you to submit an entry. If you choose to withdraw from the contest you may do so at anytime.

By signing this form you agree that any loaned material such as: official marks and logos, will only be used for this contest. You agree that you will not make duplicates of marks and logos for any other use. You agree that if you choose to withdraw from this contest, you will advise the Utah Film Commission and turn over any marks and logos that were loaned to you, and you will turnover any master and copies of materials that the logos and marks reside on.

You agree that you will not use any plagiarized media in your submission. You agree that if you choose to incorporate into your final submission any type of medium of other people's work(s), you will get prior written permission.

You agree that you have read and understand all the specifications, requirements, deadlines, guidelines and notes in this packet.

Signature (or Guardian if applicant is under 18)

Date

Send application to:

Utah Film Commission
c/o Ricardo Flores
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, Utah 84114

Or fax to: 801.538.1397

Office use only.

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